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ABSTRACT

A 1975 survey of adults (over 18 years old) in the Greater Tuscaloosa, Alabama area was conducted by the University of Alabama Committee on Adult and Part-Time Students, to assess opinions and attitudes on post-secondary educational opportunities and programs within the local area. From a random sample of approximately 400 individuals listed in the Tuscaloosa telephone directory, 202 individuals were mailed a 27-item questionnaire. Questionnaires were followed up with telephone calls from interviewers who recorded the questionnaire responses of the participants. All respondents indicated an interest in studying or learning one or more subjects or areas of study. Approximately one-third of the respondents indicated interest in business skills, crafts, gardening, physical fitness, and sports and games. The most common reason indicated for choosing a major area of interest was for personal interest or enjoyment. Over one-third of the respondents preferred to study at a four-year college or university, and one-half wanted to attend classes or training sessions about once or twice a week. The most frequently indicated barriers were not enough time and home responsibilities. Demographic data reflecting personal characteristics of the respondents are summarized, and a copy of the questionnaire is appended. (EA)

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STUDIES OF THE ADULT LEARNER

by the

Institute of Higher Education Research and Services
The University of Alabama

Research Paper No. 1

U S DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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A STUDY OF THE POST-SECONDARY EDUCATIONAL NEEDS OF ADULTS IN THE GREATER TUSCALOOSA (ALABAMA) AREA

by

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and

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A Study Conducted By

The Institute of Higher Education Research and Services

Under the Auspices of

The University of Alabama
Committee on Adult and Part-Time Students

University, Alabama

Summer 1975

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Attachment A: Letter of Introduction
Attachment B: Survey Instrument
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PREFACE

This report presents the results of a survey of post-secondary educational needs of adults in Tuscaloosa County, Alabama. The purpose of the survey was to determine educational interests and opinions of adults (over eighteen years old) in the Greater Tuscaloosa area.

The study was begun in October, 1974 with the collection of appropriate preliminary data. The survey design and sampling techniques were developed during the following months. The instrument was distributed during April, and data were collected and analyzed during May, June, and July, 1975.

This study was commissioned by Dr. David Mathews, President of The University of Alabama and implemented under the supervision of the University Committee on Adult and Part-Time Students. The survey was conducted and report issued by the Institute of Higher Education Research and Services, an agency of The University of Alabama dedicated to the development of human resources and the continuing improvement of post-secondary education in Alabama and the South.

Appreciation is extended to the Committee on Adult and Part-Time Students for their guidance; other staff members of the Institute of Higher Education Research and Services for their cooperation and assistance; Dr. Albert E. Drake, Professor of Statistics, The University of Alabama, for his guidance in statistical and computer operations; and interviewers who conducted the telephone interviews.

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July, 1975

A STUDY OF THE POST-SECONDARY EDUCATIONAL NEEDS
OF ADULTS IN THE GREATER TUSCALOOSA (ALABAMA) AREA

Highlights

Most respondents indicated an interest in studying or learning one or more subjects or areas of study. Business skills was the most frequently indicated area (37.1%), followed by crafts (34.2%), gardening and flower arranging (34.2%), physical fitness and self-defense (34.2%), and sports and games (33.2%).

When interviewees were asked to indicate a first, second and third choice of areas of interest, business skills was selected most often as the first choice by more than one out of ten respondents (11.9%). Other areas frequently selected as first choice included: education, teacher training (selected by 8.4% of the respondents); law (5.9%); nursing (5.0%) and basic education (4.5%).

Second choices selected by respondents (in decreasing order of frequency) were: business skills (5.9%); personal psychology (5.4%); and community problems and organizations (4.5%).

The most frequently indicated third choices were: crafts (6.4%); gardening and flower arranging (5.9%); physical fitness and self-defense (5.9%); and public affairs (5.4%).

Most respondents indicated they selected the course or area of study for their first choice because of "personal interest or enjoyment" (marked by 82.2% of the respondents). Other frequently selected reasons (in decreasing order of frequency) were "to gain a skill or profession," "to help others," and "to increase earning power." Least selected reasons were "to help get a new job" and "to change careers."

Even though the highest percent of those interviewed indicated they wanted "no degree or certificate" (28.7%) for study of the area, the second and third choices, respectively, of

respondents were "credit toward a four-year college degree" (22.3%) and "credit toward an advanced degree" (19.8%). Only 5% or less of the sample said they wanted "credit toward a two-year college degree" (5.0%) or "credit toward a high school diploma" (4.5%).

For type of instruction "lectures or classes" was chosen by 41.6% of those interviewed as the preferred method. "Short term conferences, institutes or workshops" ranked second (16.3%), followed by "on-the-job training, internship" (13.9%), and "individual lessons from a private teacher" (9.9%). Least selected were "correspondence course" (0.5%), "TV or video cassettes" (0.5%), and "radio, records, or audio cassettes" (0.0%).

Over one-third of the respondents (37.6%) indicated they preferred to study at a "four-year college or university." Second choice was "graduate or professional school" (12.4%) followed by "business or industrial site" (8.4%). "Public high school" and "public two-year college" were both chosen by 6.9% of those interviewed. Least selected were "community or social organization" (2.0%); "correspondence school, individual instructor or home" (2.0%); "fine or performing arts or crafts studio" (2.0%); and "government agency (1.0%).

Most respondents (43.6%) indicated they made their choice to the preceeding question because of "convenient location." "Available facilities" ranked second with 35.6%.

The majority of respondents indicated they would like to attend classes or training sessions "about once or twice a week" (52.0%). However, another 41.1% said they would be willing to spend "more than twice a week" attending classes or sessions.

Forty-five percent of those interviewed indicated they would be willing to spend 3-10 hours per week in class and/or study. Another 23.8% said they would be willing to invest 11-20 hours per week, while 18.3% indicated they would only spend 3 or less hours per week.

Respondents were equally divided between "mornings" and "evenings" as the most convenient time to attend classes, with each choice selected by 32.3% of those interviewed. "Afternoons," ranked next in order, was selected by 18.3% of the respondents.

Respondents indicated most frequently that they would like to continue study of their area "continuously" (23.3%). Another

20.8% of those interviewed indicated "one to two years" while 17.8% of the sample chose "more than two years."

Most of those interviewed (48.5%) said they preferred an "experienced individual" to instruct them in their area of interest regardless of educational degree. The second most frequent choice, however, was "individuals with professional or terminal degree" (18.3%) followed by "individuals with at least a master's degree" (14.4%) and "it doesn't make any difference" (13.9%).

Over one-fourth of the respondents (27.2%) said they would be willing to invest "more than $200" in learning the course or activity they chose. The second most frequently selected choice, however, was "between $10-25" (19.8%), followed by "$26-50" (15.3%).

The most frequently indicated barrier to continuing their education was "not enough time" selected by 37.1% of those interviewed. Occurring second was "home responsibilities" (31.2%) followed by "job responsibilities" (23.8%) and "cost" (22.8%). The least selected barrier was "don't want to seem too ambitious" selected by 1.5% of those interviewed.

The majority of those surveyed in the sample (81.7%) said they felt the colleges and universities in Alabama were doing a good job. Only 7.4% of those interviewed responded negatively, while 10.9% said they didn't know.

Profile of a Hypothetical Student

Based on data obtained from the study a hypothetical student would have the following profile.

She would be white, between 21 to 25 years old, married with a yearly household income of between $4,500 to $7,499. She would have a bachelor's degree or equivalent and would have no dependents of any age. She would either be a housewife, or if employed she would be working full-time in organization-skilled, such as a sales clerk or bookkeeper.

She would not presently be a student or enrolled in any other learning experience. Her major area of interest would be business skills. She would have selected this area because of personal interest or enjoyment and would not be interested in earning credit toward a degree or certificate. She would prefer to attend a four-year college or university because of convenient location and would like to study business skills by lectures or in classes. She would want to attend classes about once or twice a week in the mornings or evenings, continuously and would be willing to spend 3-10 hours per week in class and studying.

She would prefer an experienced individual in business skills regardless of educational degree to conduct her classes, and she would be willing to spend more than $200 in order to learn the area. She is not continuing her education now because there is not enough time, and she thinks colleges and universities in Alabama are doing a good job.

A STUDY OF THE POST-SECONDARY EDUCATIONAL NEEDS
OF ADULTS IN THE GREATER TUSCALOOSA (ALABAMA) AREA

Introduction

This study of educational needs and interests of adults* was undertaken to assess the opinions and attitudes of Tuscaloosa County, Alabama citizens on post-secondary educational opportunities and programs within the local area. Data for the study were collected through use of a twenty-seven item questionnaire.

Procedure

For purposes of this study it was decided to conduct a random sampling of residences with telephone numbers listed in the Tuscaloosa telephone directory of December, 1974. According to information supplied by South Central Bell there were 46,499 working numbers in Tuscaloosa County as of November 30, 1974. Of this number 4,530 (or approximately 10%) were business numbers and 41,969 were residential telephones. According to the 1970 Census data, there were 26,557 families in Tuscaloosa County.

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*For purposes of this study "adult" is defined as anyone eighteen years old or over.

While no exact percentage of residences in Tuscaloosa County with telephones was available, estimates now suggest that better than 90% of Tuscaloosa County households have telephones. Since the Tuscaloosa telephone directory includes all of Tuscaloosa County this served as the survey area.

In April, 1975 a letter of introduction (See Attachment A) and the survey instrument (See Attachment B) were mailed to the sample households. The accompanying letter explained that the survey offered them an opportunity to express their opinions and desires regarding educational offerings and programs. Since an interviewer from The University of Alabama was to contact them in the next few days by telephone it was not necessary for the instrument to be returned. The only requirement for participation in the survey was that the respondent be eighteen years old or older.

Telephone interviewers were oriented and briefed on conducting the survey, coding data necessary for computer analysis and recording responses. The actual telephone interviews were conducted in April, May and June, 1975. Data compilation and analysis were accomplished in June and July.

The Setting

In 1970 Tuscaloosa County had a population of 116,029 consisting of 56,647 (48.8%) males and 59,382 (51.2%) females.[1] By race, 75.4% (87,483) of the population was white with non-white totaling 24.6% (28,546). Median age for the county in 1970 was 26.4 years. Of the 116,029 residents, 62,276 were between the ages of 20 and 64 and 10,723 were 65 or older for a total of 72,999 that were 20 years of age or older. In that same year there were 26,557 families in the county with median family income in 1969 amounting to $7,435. Housing units for the county totaled 35,518 of which 32,916 were occupied. Median number of occupants per household equaled 2.7.[2]

In 1970 median school years completed by persons 25 years old and over was 11.3 for Tuscaloosa County. During the same year per capita income amounted to $2,677 for county residents.

Sampling Technique

For purposes of this study it was determined that a sample size of 400 would yield a probable error of 5% or less with 95%

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[1]Source for this and related data: U. S. Department of Commerce, Bureau of the Census, 1970 Census of Population, Detailed Characteristics, Alabama, September, 1972.

[2]Source: U. S. Department of Commerce, Bureau of the Census, U. S. Census of Housing, 1970.

confidence. A systematic random sample of 479 was taken from the telephone directory in anticipation that around 400 would agree to participate in the study. However, only 202 usable responses were obtained and were included in the analysis. This number yielded a probable error of 6% or less in the estimates at the 90% confidence level assuming characteristics and responses of the respondents would be similar to those of the non-respondents.

Random selection of telephone numbers was assured by calculating number of sample units needed and utilizing appropriate random selection procedures.

Limitations

No survey is without limitations. Obviously this study was limited to households which had telephones and were listed in the December, 1974 Tuscaloosa telephone directory. Because telephone numbers change and/or are disconnected for various reasons; because some potential participants preferred not to participate in the survey; and because after several (at least three or more) attempts no one answered the telephone, completed surveys were obtained on slightly over 50% of the intended sample. In addition, even though interviewers were carefully oriented and briefed, it is not beyond the realm of probability that the interviewer may have biased an answer simply by the way he or she asked a question. However, assuming respondents did not differ from non-respondents

and the interviewer bias was negligible or non-existant, it can be concluded that this study yielded a probable error of 6% or less in estimates at the 90% confidence level.

Sex ratios and race composition of the individuals in the sample differed from the percentages in Tuscaloosa County* by a small amount. There were 40.6% males (59.4% females) and 86.1% whites (13.9% non-whites) in the sample, whereas, Tuscaloosa County has 48.9% males and 77.1% white in the whole population. These differences are significant ($p < .02$ and $p < .005$, respectively) and may be attributed to the telephone population being slightly different from the population of Tuscaloosa or to a bias in the sampling procedure. Since data were not readily available on other demographic characteristics of the population, no other comparisons were made.

Survey Results

A total of 202 individuals from a random sample of some 400 were surveyed. Almost all respondents answered every question. Only in a few cases did the respondent choose not to answer an item, and these are so noted in the appropriate place.

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*Population projections for 1975 were prepared by the Center for Business and Economic Research, The University of Alabama, 1974.

1. Are you presently enrolled in a degree or certificate program?

	Frequency	Percent
1. Yes	54	26.7
2. No	148	73.3
If yes,		
1. Part-time	19	35.2
2. Full-time	35	64.8

Over one-fourth of the respondents (54%) were enrolled as either a full- or part-time student. Of this number 19 (35.2%) were part-time students and 35 (64.8%) were full-time students.

2. Are you presently enrolled in any other learning experience?

	Frequency	Percent
1. Yes	34	16.8
2. No	168	83.2

Although a few students responded "yes" to this question, most answering the item positively were non-students. Specific examples included a variety of non-credit short courses, special training programs such as sales or production/orientation courses required by an employer, teacher in-service programs, correspondence study and special-interest courses.

3. Listed below is a wide variety of subjects and skills which people might wish to study or learn. If you had your choice, and didn't have to worry about cost or other responsibilities, what area or areas of study would interest you enough to spend a fair amount of time on? (Circle all that apply)

		Frequency	Percent
1.	Agriculture	26	12.9
2.	Architecture	18	8.9
3.	Basic education (such as reading, basic math, writing)	47	23.5
4.	Biological sciences (such as biology, botany)	40	19.8
5.	Business skills (such as typing, accounting, bookkeeping)	75	37.1
6.	Child development (such as parenthood, child care)	45	22.3
7.	Citizenship, Americanization	29	14.4
8.	Commercial art (such as design, fashion)	32	15.8
9.	Community problems and organizations	53	26.2
10.	Computer science (such as data processing, programming)	23	11.4
11.	Consumer education (such as buying, credit)	44	21.8
12.	Cosmetology (such as beauticians)	13	6.4
13.	Crafts (such as weaving, pottery, woodworking)	69	34.2
14.	Creative writing	36	17.8
15.	Education, teacher training	56	27.7
16.	Engineering	19	9.4
17.	English, language training	48	23.8
18.	Environmental studies (such as ecology, conservation)	50	24.8
19.	Fine and visual arts (such as art, photography, filmmaking)	39	19.3
20.	Flight training	20	9.9

		Frequency	Percent
21.	Gardening, flower arranging	69	34.2
22.	Great books	36	17.8
23.	Home repairs	41	20.3
24.	Humanities (such as literature, philosophy, art, music appreciation)	43	21.3
25.	Industrial trades (such as welding, carpentry, electronics)	21	10.4
26.	Investment (such as money, finance)	41	20.3
27.	Journalism	22	10.9
28.	Languages (such as French, German Chinese)	28	13.9
29.	Law	28	13.9
30.	Management skills (such as business administration, hotel management)	30	14.9
31.	Medical technology (such as x-ray technician, dental assistant)	34	16.8
32a	Medicine, dentistry	31	15.3
32b	Nursing	18	8.9
33.	Occult sciences (such as astrology, tarot)	32	15.8
34.	Performing arts (such as dance, music, drama)	35	17.3
35.	Personal psychology (such as encounter groups, psychology of everyday life)	48	23.8
36.	Physical fitness and self-defense (such as exercises, karate)	69	34.2
37.	Public affairs (such as current events, world problems)	47	23.3
38.	Public speaking	18	8.9
39.	Religious studies (such as Bible, yoga, meditation)	47	23.3
40.	Safety (such as first aid, water safety)	41	20.3
41.	Salesmanship	22	10.9
42.	Sewing, cooking	65	32.2
43.	Social sciences (such as ethnic studies, economics, government)	32	15.8
44.	Sports and games (such as golf, bridge, swimming, boating)	67	33.2
45.	Technical skills (such as auto mechanics, TV repair, drafting)	26	12.9
46.	Travel, living in a foreign country	54	26.7
47.	Other (specify)_____	23	11.9

There were five areas of study that 33% or more of the respondents indicated they would be willing to spend a fair amount of time on: business skills, crafts, gardening, physical fitness, and sports and games. Seventy-five interviewees (37.1%) indicated business skills as the most frequent area of interest.

In addition to the above five areas, another four areas of interest (community problems and organizations; education, teacher training; sewing and cooking; and travel) were indicated by more than 25% of the respondents. Category 47 (Other) included such responses as land survey, mathematics, archeology, underprivileged children, mental and physical handicaps, library science, marketing, social work, politics, interior decorating, camping skills, and communication research.

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4. If you were to continue your education, what courses or areas of study would you be interested in pursuing? (Please list your choices in order of preference)

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1. First choice _____
2. Second choice _____
3. Third choice _____

Table I, Pages 14-15, presents first, second and third choices by absolute frequency and percent for respondents. All interviewees indicated at least a first choice. Second and third choices were not indicated by nine and eighteen respondents respectively.

TABLE I

AREAS OF INTEREST
ABSOLUTE FREQUENCY AND RELATIVE PERCENT
FIRST, SECOND AND THIRD CHOICES

Choice Number	Description	First Choice		Second Choice		Third Choice	
		Absolute Frequency	Relative Percent	Absolute Frequency	Relative Percent	Absolute Frequency	Relative Percent
1	Agriculture	5	2.5	4	2.0	2	1.0
2	Architecture	1	0.5	2	1.0	1	0.5
3	Basic Education	9	4.5	7	3.5	2	1.0
4	Biological sciences	2	1.0	1	0.5	5	2.5
5	Business skills	24	11.9	12	5.9	5	2.5
6	Child development	7	3.5	6	3.0	6	3.0
7	Citizenship, Americanization	0	0.0	0	0.0	0	0.0
8	Commercial art	5	2.5	5	2.5	0	0.0
9	Community problems and organizations	3	1.5	9	4.5	3	1.5
10	Computer science	5	2.5	5	2.5	0	0.0
11	Consumer education	4	2.0	5	2.5	2	1.0
12	Cosmetology	0	0.0	3	1.5	0	0.0
13	Crafts	5	2.5	8	4.0	13	6.4
14	Creative writing	4	2.0	4	2.0	2	1.0
15	Education, teacher training	17	8.4	7	3.5	8	4.0
16	Engineering	8	4.0	2	1.0	2	1.0
17	English, language training	4	2.0	5	2.5	8	4.0
18	Environmental studies	2	1.0	1	0.5	3	1.5
19	Fine and visual arts	3	1.5	2	1.0	3	1.5
20	Flight training	1	0.5	1	0.5	0	0.0
21	Gardening, flower arranging	3	1.5	8	4.0	12	5.9
22	Great books	0	0.0	0	0.0	1	0.5
23	Home repairs	1	0.5	2	1.0	2	1.0
24	Humanities	3	1.5	6	3.0	3	1.5
25	Industrial trades	4	2.0	4	2.0	5	2.5

Choice Number	Description	First Choice Absolute Frequency	First Choice Relative Percent	Second Choice Absolute Frequency	Second Choice Relative Percent	Third Choice Absolute Frequency	Third Choice Relative Percent
26	Investment	3	1.5	2	1.0	3	1.5
27	Journalism	0	0.0	5	2.5	4	2.0
28	Languages	1	0.5	1	0.5	1	0.5
29	Law	12	5.9	5	2.5	1	0.5
30	Management skills	4	2.0	2	1.0	5	2.5
31	Medical technology	2	1.0	4	2.0	3	1.5
32A	Medicine, dentistry	4	2.0	3	1.5	3	1.5
32B	Nursing	10	5.0	5	2.5	5	2.5
33	Occult sciences	0	0.0	1	0.5	1	0.5
34	Performing arts	3	1.5	5	2.5	6	3.0
35	Personal psychology	6	3.0	11	5.4	2	1.0
36	Physical fitness and self-defense	3	1.5	5	2.5	12	5.9
37	Public affairs	1	0.5	5	2.5	11	5.4
38	Public speaking	0	0.0	0	0.0	1	0.5
39	Religious studies	6	3.0	3	1.5	6	3.0
40	Safety	0	0.0	2	1.0	0	0.0
41	Salesmanship	0	0.0	1	0.5	1	0.5
42	Sewing, cooking	6	3.0	7	3.5	8	4.0
43	Social sciences	2	1.0	6	3.0	2	1.0
44	Sports and games	3	1.5	3	1.5	9	4.5
45	Technical skills	0	0.0	4	2.0	5	2.5
46	Travel, living in a foreign country	3	1.5	2	1.0	4	2.0
47	Other	13	6.4	7	3.5	3	1.5
	TOTAL	202	100.0	193	95.5	184	91.1

In the list of forty-eight areas of study, only one (number 7, citizenship, Americanization) was not indicated in at least a first, second or third choice. All other areas were preferred in at least one or more choices.

The most frequently indicated area of study for first choice was "business skills" (number 5) with a frequency of 24 or 11.9%. Other areas having a high percent of interest in first choices included: number 15, "education, teacher training" with a frequency of 17 or 8.4%; number 29, "Law" with a frequency of 12 or 5.9%; number 32B, "nursing" with a frequency of 10 or 5.0%; and number 3, "basic education" with a frequency of 9 or 4.5%. In addition thirteen or 6.4% of the respondents marked number 47, "other" as their first choice indicating specific items of interest.

In second choices, again the most preferred area of interest by respondents was number 5, "business skills" with an absolute frequency of 12 or 5.9%. Other areas receiving the largest number of responses included: number 35, "personal psychology" with a frequency of 11 or 5.4%; and number 9, "community problems and organizations" with a frequency of 9 or 4.5%. Nine interviewees or 4.5% of the total did not indicate a second choice.

In third choice the most frequently chosen area was number 13, "crafts" with a frequency of 13 or 6.4%. Number 21, "gardening

and flower arranging" and 36, "physical fitness and self-defense" were second with a frequency of 12 or 5.9% each. Other third choice areas most frequently indicated included: number 37, public affairs" with a frequency of 11 or 5.4%; and number 44, "sports and games" with a frequency of 9 or 4.5%. Eighteen or 8.9% of the interviewees did not indicate a third choice.

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5. Did you choose any of the above courses or areas of study for the following reasons? (Circle all that apply)

		Frequency	Percent
1.	For personal interest or enjoyment	166	82.2
2.	To gain a skill or profession	126	62.4
3.	To earn a degree or certificate	92	45.5
4.	To help others	107	53.0
5.	To increase your earning power	106	52.5
6.	To change careers	22	10.9
7.	To help to get a new job	51	25.2
8.	To get away from routine living	63	31.2
9.	To meet new people	80	39.6

Since respondents could choose more than one answer to this question, percentages total greater than 100%. The most common reason indicated for choosing the major area of interest was "for personal interest or enjoyment," selected by 166 or 82.2% of the respondents. The second major reason was "to gain a skill or profession" indicated by 126 or 62.4% of the respondents. The least important reasons for choosing the area were "to help get

a new job" (with a freguency of 51 or 25.5%) and "to change careers," (chosen by 22 or 10.9% of the respondents).

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6. Would you like to get credit toward a degree or some other certificate for learning this area? (CIRCLE ONLY ONE)

		Frequency	Percent
1.	No degree or certificate	58	28.7
2.	Certificate of satisfactory completion	19	9.4
3.	Credit toward a high school diploma	9	4.5
4.	Credit toward a skill certificate or license	20	9.9
5.	Credit toward a two-year college degree (AA)	10	5.0
6.	Credit toward a four-year college degree (BA)	45	22.3
7.	Credit toward an advanced degree (MA, PhD)	40	19.8
8.	Other (Specify) _____	1	.5

All interviewees responded to this question with the highest number of respondents (58 or 28.7%) indicating they did not wish to earn credit toward a degree or certificate. However, 45 or 22.3% and 40 or 19.8% of the respondents indicated they wanted to receive credit for their choice toward a four-year college degree and an advanced degree respectively. Only 10 or 5.0% of the respondents wanted credit toward a two-year college degree. The one response in "Other" was for a law degree (JD).

7. There are many ways for people to take a course of study. Which one of the following types of instruction would best suit you in learning the area of your major interest? (CIRCLE ONLY ONE)

		Frequency	Percent
1.	Lectures or classes	81	41.6
2.	Short-term conferences, institutes, or workshops	33	16.3
3.	Individual lessons from a private teacher	20	9.9
4.	Travel-study program	9	4.5
5.	On-the-job training, internship	28	13.9
6.	Correspondence course	1	.5
7.	TV or video cassettes	1	.5
8.	Radio, records, or audio cassettes	0	.0
9.	Work on a group action project	8	4.0
10.	Study on your own, no formal instruction	15	7.4
11.	Other (Specify) _____	3	1.5

Most interviewees (81 respondents or 41.6%) indicated they preferred "lectures or classes" in learning their area of major interest. The next three areas most often selected were: "short-term conferences, institutes or workshops" (chosen by 33 respondents or 16.3% of those interviewed); "on-the-job training, internship" (selected by 28 or 13.9%); and "individual lessons from a private teacher" (picked by 20 or 9.9% of the interviewees). No one selected "radio, records, or audio cassettes," as a way to learn their major area of interest. "Other" areas included all

of the above and combinations of several techniques.

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8. There are many places people can go to study or learn. Which one of the following places would you prefer? (CIRCLE ONLY ONE)

		Frequency	Percent
1.	Public high school, day or evening	14	6.9
2.	Public two-year college	14	6.9
3.	Technical institute, private vocational, trade or business college	13	6.4
4.	Four-year college or university	76	37.6
5.	Graduate or professional school	25	12.4
6.	Business or industrial site (on-the-job training)	17	8.4
7.	Employer (in-service training)	7	3.5
8.	Religious institution or group	9	4.5
9.	Community or social organization (such as Y.M.C.A.)	4	2.0
10.	Correspondence school, individual instructor or home	4	2.0
11.	Government agency (federal, state or local)	2	1.0
12.	Library or other cultural institution (such as a museum)	3	1.5
13.	Fine or performing arts or crafts studio	4	2.0
14.	Recreational or sports group	7	3.5
	No answer	3	1.5

Over one-third of the respondents (76 or 37.6%) indicated they preferred to study at a "four-year college or university." The second preferred place of study was a "graduate or professional school," selected by 25 or 12.4% of the respondents. Other high-ranking choices included: "business or industrial site" (selected

by 17 or 8.4% of the respondents); "public high school" and "public two-year college" (both chosen by 14 or 6.9% of the interviewees); and "technical institute, private vocational, trade or business college," (picked by 13 or 6.4% of those interviewed). Least chosen places of study were: "community or social organization," (2.0%); "correspondence school, individual instructor or home," (2.0%); "fine or performing arts or crafts studio," (2.0%); and "government agency," (1.0%). Three interviewees did not respond to the question.

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9. Which of the following reasons best explain your preference? (CIRCLE ONLY ONE)

		Frequency	Percent
1.	Convenient location	88	43.6
2.	Available facilities	72	35.6
3.	Familiarity of the location	18	8.9
4.	Other (Specify) _____	20	9.9

Almost 44% (88 of those interviewed) indicated they made their choice to the preceding question because of "convenient location." Seventy-two or 35.6% said they made their choice because of "available resources." Ranking lowest was "familiarity of the location" selected by 18 or 8.9% of the respondents. "Other" was chosen by 20 or 9.9% of the respondents and included specifics such as: good facilities and instructors; cost; able to work while earning credit; not too crowded; wants to travel

and learn; personal reasons; best environment for learning; good learning atmosphere; practical application; and all of the above.

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10. In order to learn this area, how often would you want to attend classes or training sessions? (CIRCLE ONLY ONE)

		Frequency	Percent
1.	More than twice a week	83	41.1
2.	About once or twice a week	105	52.0
3.	About once a month	5	2.5
4.	Not at all	3	1.5
5.	Other (Specify) _____	6	3.0

The majority of respondents indicated they would like to attend classss or training sessions "about once or twice a week" (105 respondents or 52.0% of those interviewed). However, another 83 or 41.1% of those interviewed said they would be willing to spend "more than twice a week" attending classes or training sessions. Six respondents representing 3.0% of the sample indicated "Other" which included: as necessary; 9:00 AM-2:00 PM; three times per week; more time; and every day.

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11. How many hours a week, on the average, do you think you would be willing to spend in classes and studying in order to learn this area? (CIRCLE ONLY ONE)

		Frequency	Percent
1.	Less than 3 hours	37	18.3
2.	3-10 hours	91	45.0
3.	11-20 hours	48	23.8
4.	21-30 hours	16	7.9
5.	More than 30 hours	10	5.0

Ninety-one or 45.0% of the respondents said they would be willing to spend 3-10 hours per week in classes and studying. Another 48 or 23.8% of those interviewed indicated they would be willing to invest 11-20 hours per week, while 37 or 18.3% said they would spend 3 or less hours per week in classes and studying. Five percent of the sample indicated they would invest more than 30 hours per week.

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12. When would be the most convenient time for you to attend classes? (CIRCLE ONLY ONE)

		Frequency	Percent
1.	Mornings	65	32.2
2.	Noon hour	1	.5
3.	Afternoons	37	18.3
4.	Evenings	65	32.2
5.	Weekends	4	2.0
6.	Anytime	21	10.4
7.	No time is convenient	6	3.0
8.	Other (Specify) _____	3	1.5

Respondents were equally divided between "mornings" and "evenings" as the most convenient time to attend classes, with each choice selected by 65 respondents or 32.3% of those

interviewed. "Afternoons" ranked next in order and was selected by 37 or 18.3% of the respondents. Six interviewees (3.0% of the sample) said that "no time" was convenient. Three individuals (1.5%) indicated "other" as their choice, specifying: depends on season; at night; and evenings other than when working.

13. How long would you want to continue your study (CIRCLE ONLY ONE)

		Frequency	Percent
1.	Less than one week	2	1.0
2.	Between one week and one month	4	2.0
3.	One month to six months	31	15.3
4.	Six months to one year	34	16.8
5.	One to two years	42	20.8
6.	More than two years	36	17.8
7.	Continuously	47	23.3
8.	Other (Specify) _____	5	2.5
	No answer	1	.5

Forty-seven of the respondents representing 23.3% of the sample said they would like to continue study of their area "continuously." Forty-two or 20.8% of those interviewed indicated "one to two years" while 36 or 17.8% of the sample chose "more than two years." Next in order was "six months to one year" (34 or 16.8% of those interviewed) and "one month to six months" (31 or 15.3% of the sample). Five respondents selected "other" which included: until my purpose is accomplished and until I receive a degree. One interviewee did not answer the question.

14. Which of the following types of individuals would you prefer to direct any learning activities in which you may participate? (CIRCLE ONLY ONE)

	Frequency	Percent
1. It doesn't make any difference	28	13.9
2. Experienced individual in your area of interest regardless of educational degree	98	48.5
3. Individuals holding at least a bachelor's degree	10	5.0
4. Individuals holding at least a master's degree	29	14.4
5. Individuals with professional or terminal degree	37	18.3

Most of those interviewed (98 or 48.5% of the sample) said that they preferred an "experienced individual" in their area of interest regardless of educational degree to direct their learning activity. The second most frequent choice was "individuals with professional or terminal degree" (selected by 37 or 18.3% of the sample). Third and fourth respectively were "individuals holding at least a master's degree" (29 or 14.4% of those interviewed) and "it doesn't make any difference" (28 or 13.9% of the sample). Only ten respondents (or 5.0% of the sample) indicated they wanted someone with "at least a bachelor's degree" to direct their learning activity.

15. If there were a charge for this course or activity, how much would you be willing to pay? (CIRCLE ONLY ONE)

		Frequency	Percent
1.	Nothing	10	5.0
2.	Less than $10	9	4.5
3.	Between $10-$25	40	19.8
4.	$26-$50	27	13.4
5.	$51-$100	31	15.3
6.	$101-$200	25	12.4
7.	More than $200	55	27.2
	No answer	5	2.5

Fifty-five respondents or 27.2% of the survey group said they would be willing to invest "more than $200" in the course or activity they chose. The second most frequently selected group, however, was "between $10-25" chosen by 40 of those interviewed or 19.8% of the sample. Ranked third by 31 (or 15.3%) of the interviewees was "$26-50." Only 10 interviewees or 5.0% of the sample said they would not be willing to invest any money in learning their chosen course or activity. Five interviewees representing 2.5% of the sample did not respond to this question.

16. The following is a list of things that keep people from continuing their education. In your opinion, which of these apply to you? (Circle all that apply)

		Frequency	Percent
1.	Courses are not oriented to my needs and interest	27	13.4
2.	Not enough time	75	37.1
3.	Too much time required to complete program	31	15.3
4.	No way to get credit for a degree	11	5.4
5.	Strict attendance requirements	17	8.4
6.	Information and advice about courses not available	28	13.9
7.	No place to study or practice	14	6.9
8.	No child care, or inadequate child care	23	11.4
9.	Courses I want aren't scheduled when I can attend	35	17.3
10.	No transportation	15	7.4
11.	Too much red tape in getting enrolled	32	15.8
12.	Don't want to seem too ambitious	3	1.5
13.	Friends or family don't like the idea	7	3.5
14.	Home responsibilities	63	31.2
15.	Job responsibilities	48	23.8
16.	Not enough energy and stamina	12	5.9
17.	Afraid that I'm too old to begin	32	15.8
18.	Low grades in the past, probably won't do well	23	11.4
19.	Don't meet requirements to begin program	10	5.0
20.	Courses I want don't seem to be available	20	9.9
21.	Tired of going to school, tired of classrooms	21	10.4
22.	Don't enjoy studying	17	8.4
23.	Cost (including books, tuition, transportation and child care)	46	22.8
24.	Other (Specify)	5	2.5

Again, since respondents could indicate more than one choice for this question percentages will total greater than 100%. The most frequently indicated barrier by respondents was "not enough time," (chosen by 75 or 37.1% of the interviewees). The second most frequently marked barrier was "home responsibilities"

(selected by 63 or 31.2% of the sample), and closely followed by "job responsibilities" (marked by 48 or 23.8% of the respondents). The fourth barrier occurring most was "cost" (chosen by 46 or 22.8% of the interviewees. Other barriers frequently marked were "courses I want aren't scheduled when I can attend," (35 or 17.3% of the sample); "too much red tape in getting enrolled," and "afraid that I'm too old to begin," (with each one chosen 32 times or by 15.8% of those interviewed); and "too much time required to complete program," (selected by 31 respondents or 15.3% of the sample). "Other barriers included such reasons as: old and sick; facilities; health; and not particularly interested were specified by 5 or 2.5% of the sample.

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17. In your opinion, are the colleges and universities in Alabama doing a good job? (CIRCLE ONLY ONE)

	Frequency	Percent
1. Yes	165	81.7
2. No	15	7.4
3. Don't know	22	10.9

The majority of those surveyed in the sample (81.7% or 165 respondents) said they felt the colleges and universities in Alabama were doing a good job. Only 15 or 7.4% of the sample responded negatively to this question while 22 or 10.9% of those surveyed said they didn't know.

Demographic Data

Questions 18 through 27 of the survey pertained to personal characteristics of the individual respondent. Most of those surveyed cooperated by answering all questions. An individual who gave "no answer" to a specific question is indicated by frequency and percent of the sample where applicable.

The demographic data for the survey were as follows

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18. What is your sex?

	Frequency	Percent
1. Male	82	40.6
2. Female	120	59.4

The majority of respondents for the study were female (120 or 59.4%). Males interviewed totaled 82 representing 40.6% of the sample.

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19. How old were you on your last birthday?

	Frequency	Percent
1. 18-20	18	8.9
2. 21-25	45	22.3
3. 26-30	26	12.9
4. 31-35	21	10.4
5. 36-40	13	6.4
6. 41-45	19	9.4
7. 46-50	23	11.4
8. 51-55	13	6.4

		Frequency	Percent
9.	56-60	8	4.0
10.	61-65	5	2.5
11.	66-70	6	3.0
12.	71-75	1	.5
13.	76 or older	4	2.0

The largest number of respondents of an age group was in the 21-25 year olds (45) representing 22.3% of the sample. The second largest group was the 26-30 year olds which had a total of 26 respondents representing 12.9% of those interviewed. Twenty-three interviewees (11.4% of the sample) were between 46-50; 21 (10.4%) were in the 31-35 age group; and 19 (9.4%) were in the 41-45 age group. In this study 89 or 44.1% of those interviewed fell within the combined age groups of 18-30 years old.

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20. What is your marital status? Are you

		Frequency	Percent
1.	Single (never married)	48	23.8
2.	Married	126	62.4
3.	Widowed	15	7.4
4.	Separated	5	2.5
5.	Divorced	7	3.5
	No answer	1	.5

Most respondents or 126 (62.4%) were married. Forty-eight interviewees (23.8% of the sample) indicated they were single, having never been married. Of the total group 75 (37.2%) fell within the unmarried category.

21. Approximately what was the total or combined income last year (before taxes) of yourself and all other members of your family who live with you?

		Frequency	Percent
1.	Less than $1,500	11	5.4
2.	1,500-4,499	30	14.9
3.	4,500-7,499	38	18.8
4.	7,500-10,499	20	9.9
5.	10,500-13,499	30	14.9
6.	13,500-16,499	21	10.4
7.	16,500-19,499	11	5.4
8.	19,500-22,499	8	4.0
9.	More than 22,500	22	10.9
	No answer	11	5.4

The largest group of respondents (38 representing 18.8% of the sample) said they had household incomes of between $4,500-7,499 last year. Two categories, $1,500-4,499 and $10,500-13,499, each had 30 respondents representing 14.9% respectively of the sample. Twenty-two interviewees (10.9%) indicated household incomes last year of over $22,500. In combined categories, 79 respondents (39.1% of the sample) had household incomes of under $7,500. Eleven interviewees (5.4%) did not respond to this question.

22. Would you describe your ethnic background or race as:

		Frequency	Percent
1.	White American, Caucasian	173	85.6
2.	Black American, Negro	26	12.9
3.	Native American, American Indian	2	1.0
4.	Spanish Surnamed American, Chicano, Puerto Rican	0	.0
5.	Oriental American	0	.0
6.	Other (Specify) Italian	1	.5

The majority of respondents were White American, Caucasian (173) composing 86.1% of the sample. Combined non-white categories accounted for 13.9% of those interviewed, totaling 47 in number.

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23. What is your highest level of education?

		Frequency	Percent
1.	0-8 years	10	5.0
2.	9-12 years	35	17.3
3.	High school graduate or G.E.D.	38	18.8
4.	Vocational, technical, or certificate program (Less than 2 years beyond high school)	16	7.9
5.	Some college work, but no degree	34	16.8
6.	Two year college degree (AA)	3	1.5
7.	Bachelor's degree or equivalent	41	20.3
8.	Master's degree or equivalent	16	7.9
9.	Professional or terminal degree (Ph.D., M.D.)	9	4.5

The largest number of respondents (41 representing 20.3% of the sample) to the survey indicated educational attainment of "Bachelor's degree or equivalent." Closely following was the category of "high school graduate or G.E.D." with a frequency of 38 (18.8% of the sample). The next two groups were those with

"9-12 years (35 or 17.3%) and "some college work but no degree" (34 or 16.8%). Sixty-nine (34.2%) of the respondents had a two-year college degree or higher.

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24. Your occupation. Please give a short description of the kind of work you usually do. (For example: housewife, stock clerk, electrical engineer). If retired, please describe your work at the time of your retirement.

Occupations were classified into eight groups and, within each group, into six levels. Groups were as follows:

100 - Service
200 - Business contact
300 - Organization
400 - Technology
500 - Outdoor
600 - Science
700 - General cultural
800 - Arts and entertainment

Within each group the following six levels could occur:

10 - Top professional and managerial
20 - Mid-level professional and managerial
30 - Semi-professional and small business
40 - Skilled
50 - Semi-skilled
60 - Unskilled

For example, 660 would mean Science--Unskilled. In addition, three miscellaneous categories were established: Housewife (900), Student (920), and Unemployed (990).

Table II, Pages 35-36, presents a detailed breakdown of occupations of respondents.

The most frequently occurring occupation group was that of "Housewife" (53 representing 26.2% of those interviewed). "Students" accounted for 22 or 10.9% of the sample. "Organization--Skilled" (category 340) was the third largest group with 18 respondents (8.9% of the sample). The fourth largest group was "General cultural--Mid-level professional and managerial" with 14 interviewees or 6.9% of the total.

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25. Check the item which best describes your employment.

	Frequency	Percent
1. Full-time (37.0 hours or more per week)	95	47.0
2. Part-time	29	14.4
3. Unemployed	19	9.4
4. Retired	4	2.0
5. Other (Specify)	2	1.0
Not applicable	[illegible]	26.2

Most of those interviewed were employed full-time (95 representing 47.0% of the sample). Since "housewives" accounted for 53 or 26.2% of the group their responses were "not applicable" to this question. Twenty-nine (14.4% of the group) respondents were employed part-time.

TABLE II

OCCUPATIONS OF SAMPLE BY GROUP AND LEVEL
ABSOLUTE FREQUENCY AND RELATIVE PERCENT

Value Label	Category	Absolute Frequency	Relative Percent
Service--Mid-level professional and managerial	120	2	1.0
Service--Semi-professional and small business	130	1	0.5
Service--Skilled	140	6	3.0
Service--Semi-skilled	150	5	2.5
Service--Unskilled	160	7	3.5
Business--Mid-level professional and managerial	220	1	0.5
Business--Semi-professional and small business	230	4	2.0
Organization--Mid-level professional and managerial	320	1	0.5
Organization--Semi-professional and small business	330	9	4.5
Organization--Skilled	340	18	8.9
Organization--Semi-skilled	350	3	1.5
Technology--Mid-level professional and managerial	420	4	2.0
Technology--Semi-professional and small business	430	6	3.0
Technology--Skilled	440	8	4.0
Technology--Semi-skilled	450	4	2.0
Technology--Unskilled	460	6	3.0
Outdoor--Semi-professional and small business	530	1	0.5
Outdoor--Skilled	540	1	0.5
Science--Top professional and managerial	610	1	0.5
Science--Mid-level professional and managerial	620	1	0.5
Science--Semi-professional and small business	630	5	2.5
Science--Skilled	640	1	0.5
Science--Unskilled	660	2	1.0
General cultural--Top professional and managerial	710	5	2.5
General cultural--Mid-level professional and managerial	720	14	6.9

Value Label	Category	Absolute Frequency	Relative Percent
General cultural--Semi-professional and small business	730	4	2.0
General cultural--Skilled	740	2	1.0
General cultural--Semi-skilled	750	1	0.5
Housewife	900	53	26.2
Student	920	22	10.9
Unemployed	990	4	2.0
No answer		0	0.0
	Total	202	100.0

26. How many dependents, 17 years or younger do you have?

		Frequency	Percent
1.	none	127	62.9
2.	one	32	15.8
3.	two	31	15.3
4.	three	11	5.4
5.	four	0	.0
6.	five or more	0	.0
	no answer	3	1.5

27. How many dependents, 18 years or older do you have?

		Frequency	Percent
1.	none	166	82.2
2.	one	29	14.4
3.	two	3	1.5
4.	three	1	.5
5.	four	0	.0
6.	five or more	0	.0
	no answer	3	1.5

Most of those interviewed indicated they did not have any dependents. One hundred twenty-seven (62.9% of the sample) said they had no dependents 17 years or younger; 166 (82.2% of the sample) indicated they had no dependents 18 years or older. Seventy-four (36.5%) of the respondents had one or more dependents 17 years or younger while 33 (16.4%) had one or more dependents 18 years or older.

Attachment A

THE UNIVERSITY OF ALABAMA
UNIVERSITY, ALABAMA

INSTITUTE OF HIGHER EDUCATION
RESEARCH AND SERVICES

BOX 6293
UNIVERSITY, ALABAMA 35486
(205) 348-7770

April 15, 1975

Dear Tuscaloosa County Resident:

The Institute of Higher Education Research and Services at The University of Alabama is presently conducting a random survey of the educational needs of Tuscaloosa area residents. The attached questionnaire provides you with an opportunity to give your opinions and express your desires with regard to educational opportunities and programs.

Within the next few days you will receive a telephone call from an interviewer for the Institute. Our interviewer will go over the attached questionnaire with you in order that the responses you have made can be noted.

It is not necessary for you to return the attached survey, but please look it over and complete it when you have time. Our interviewer will record your responses when we telephone and will talk with anyone who answers the phone over the age of eighteen.

Your participation in this survey is greatly appreciated.

Thank you.

Attachment B

For Data use only

Number _____
Questionnaire # _____ (1-5)
Sample # — — — — — (6-10)
Code # — — — — — (11-15)
Interviewer 's# — — — — — (16-20)
— — — — —

THE UNIVERSITY OF ALABAMA
INSTITUTE OF HIGHER EDUCATION RESEARCH AND SERVICES
COMMUNITY SURVEY (RANDOM SAMPLE)
TUSCALOOSA COUNTY

INSTRUCTIONS

Each of the questions that you will be asked will have several answers to choose from. Please note some questions will ask that you choose only one answer; others will ask that you choose one or more answers. Please circle your response in the answer column beside the number you think describes you or your opinions.

Although most of the questions have all the possible answers listed, some of the questions will require you to write a short statement. Each of these questions will have a sentence which will explain how to complete it. Disregard numbers in parenthesis.

	Yes	No	
1. Are you presently enrolled in a degree or certificate program?	1	2	(21)
If yes,	0. Not applicable		
1. A part-time student	1. part-time		(22)
2. A full-time student	2. full-time		
2. Are you presently enrolled in any other learning experience?	Yes	No	
1. Yes (Specify)_____	1	2	(23)
2. No			

3. INSTRUCTIONS: Listed below is a wide variety of subjects and skills which people might wish to study or learn. If you had your choice, and didn't have to worry about cost or other responsibilities, what area or areas of study would interest you enough to spend a fair amount of time on? (Circle all that apply)

	Yes	No	
1. Agriculture	1	2	(24)
2. Architecture	1	2	(25)
3. Basic education (such as reading, basic math, writing)	1	2	(26)
4. Biological sciences (such as biology, botany)	1	2	(27)
5. Business skills (such as typing, accounting, bookkeeping)	1	2	(28)
6. Child development (such as parenthood, child care)	1	2	(29)
7. Citizenship, Americanization	1	2	(30)

		Yes	No	
8.	Commercial art (such as design, fashion)	1	2	(31)
9.	Community problems and organizations	1	2	(32)
10.	Computer science (such as data processing, programming)	1	2	(33)
11.	Consumer education (such as buying, credit)	1	2	(34)
12.	Cosmetology (such as beauticians)	1	2	(35)
13.	Crafts (Such as weaving, pottery, woodworking)Need	1	2	(36)
14.	Creative writing	1	2	(37)
15.	Education, teacher training	1	2	(38)
16.	Engineering	1	2	(39)
17.	English, language training	1	2	(40)
18.	Environmental studies, (such as ecology, conservation)	1	2	(41)
19.	Fine and visual arts (such as art, photography, filmmaking)	1	2	(42)
20.	Flight training	1	2	(43)
21.	Gardening, flower arranging	1	2	(44)
22.	Great books	1	2	(45)
23.	Home repairs	1	2	(46)
24.	Humanities (such as literature, philosophy, art music appreciation)	1	2	(47)
25.	Industrial trades (such as welding, carpentry, electronics)	1	2	(48)
26.	Investment (such as money, finance)	1	2	(49)
27.	Journalism	1	2	(50)
28.	Languages (such as French, German, Chinese)	1	2	(51)
29.	Law	1	2	(52)
30.	Management skills (such as business administration, hotel management)	1	2	(53)
31.	Medical technology (such as X-ray technician, dental assistant)	1	2	(54)
32a.	Medicine, Dentistry	1	2	(55)
32b.	Nursing			(56)
33.	Occult sciences (such as astrology, tarot)	1	2	(57)
34.	Performing arts (such as dance, music, drama)	1	2	(58)
35.	Personal psychology (such as encounter groups, psychology of everyday life)	1	2	(59)
36.	Physical fitness and self-defense (such as exercises, karate)	1	2	(60)
37.	Public affairs (such as current events, world problems)	1	2	(61)
38.	Public speaking	1	2	(62)
39.	Religious studies (such as Bible, yoga, meditation)	1	2	(63)
40.	Safety (such as first-aid, water safety)	1	2	(64)
41.	Salesmanship	1	2	(65)
42.	Sewing, cooking	1	2	(66)
43.	Social sciences (such as ethnic studies, economics, government)	1	2	(67)
44.	Sports and games (such as golf, bridge, swimming, boating)	1	2	(68)
45.	Technical skills (such as auto mechanics, TV repair, drafting)	1	2	(69)
46.	Travel, living in a foreign country	1	2	(70)
47.	Other (specify) _____	1	2	(71)

_____

4. If you were to continue your education , what courses or area of study would you be interested in pursuing? (Please list your choices in order of preferances.)

1. First Choice _____ (72-73)

_____

2. Second Choice _____ (74-75)

_____

3. Third Choice _____ (76-77)

_____ (80-1)

Please answer the next 11 questions (5-15) by thinking about your first choice in the previous question. (Card #2 1-20 IDS)

	Yes	No	
5. Did you choose any of the above courses or areas of study for the following reasons? (Circle all that apply)			
1. For personal interest or enjoyment	1	2	(21)
2. To gain a skill or profession	1	2	(22)
3. To earn a degree or certificate	1	2	(23)
4. To help others	1	2	(24)
5. To increase your earning power	1	2	(25)
6. To change careers	1	2	(26)
7. To help to get a new job	1	2	(27)
8. To get away from routine living	1	2	(28)
9. To meet new people	1	2	(29)

6. Would you like to get credit toward a degree or some other certificate for learning this area? (CIRCLE ONLY ONE)

1. No degree or certificate	1	
2. Certificate of satisfactory completion	2	
3. Credit toward a high school diploma	3	
4. Credit toward skill certificate or license	4	(30)
5. Credit toward a two-year college degree (AA)	5	
6. Credit toward a four-year college degree (BA)	6	
7. Credit toward an advanced degree (MA, PhD)	7	
8. Other, (Specify)_____	8	

_____

7. There are many ways for people to take a course of study. Which one of the following types of instruction would best suit you in learning the area of your major interest. (CIRCLE ONLY ONE)

1. Lectures or classes	1	
2. Short-term conferences, institutes or workshops	2	
3. Individual lessons from a private teacher	3	
4. Travel-study program	4	
5. On-the-job training, internship	5	(31-32)
6. Correspondence course	6	
7. TV or video cassettes	7	
8. Radio, records, or audio cassettes	8	
9. Work on a group action project	9	
10. Study on your own, no formal instruction	10	
11. Other, (Specify) _____	11	

_____

8. There are many places people can go to study or learn. Which one of the following places would you prefer? (CIRCLE ONLY ONE)

1.	Public high school, day or evening	1
2.	Public two-year college	2
3.	Technical institute, private vocational, trade or business college	3
4.	Four-year college or university	4
5.	Graduate or professional school	5
6.	Business or industrial site (on-the-job training)	6
7.	Employer (In-service training)	7
8.	Religious institution or group	8
9.	Community or social organization (such as Y.M.C.A.)	9
10.	Correspondence school, individual instructor or home	10
11.	Government agency (federal, state, or local)	11
12.	Library or other cultural institution (such as a museum)	12
13.	Fine or performing arts or crafts studio	13
14.	Recreational or sports group	14

(33-34)

9. Which of the following reasons best explain your preference? (CIRCLE ONLY ONE)

1.	Convenient location	1
2.	Available facilities	2
3.	Familiarity of the location	3
4.	Other (Specify)_____	4

(35)

10. In order to learn this area, how often would you want to attend classes or training sessions (CIRCLE ONLY ONE)

1.	More than twice a week	1
2.	About once or twice a week	2
3.	About once a month	3
4.	Not at all	4
5.	Other, (Specify) _____	5

(36)

11. How many hours a week, on the average, do you think you would be willing to spend in classes and studying in order to learn this area? (CIRCLE ONLY ONE)

1.	Less than 3 hours	1
2.	3-10 hours	2
3.	11-20 hours	3
4.	21-30 hours	4
5.	More than 30 hours	5

(37)

12. When would be the most convenient time for you to attend classes? (CIRCLE ONLY ONE)

1.	Mornings	1
2.	Noon hour	2
3.	Afternoons	3
4.	Evenings	4
5.	Weekends	5
6.	Anytime	6
7.	No time is convenient	7
8.	Other, (Specify)_____	8

(38)

13. How long would you want to continue your study (CIRCLE ONLY ONE)

1. Less than one week	1	
2. Between one week and one month	2	
3. One month to six months	3	(39)
4. Six months to one year	4	
5. One to two years	5	
6. More than two years	6	
7. Continuously	7	
8. Other, (Specify)_____	8	

14. Which of the following types of individuals would you prefer to direct any learning activities in which you may participate. (CIRCLE ONLY ONE)

1. It doesn't make any difference	1	
2. Experienced individual in your area of interest regardless of educational degree	2	
3. Individuals holding at least a bachelor's degree	3	
4. Individuals holding at least a master's degree	4	(40)
5. Individuals with professional or terminal degree	5	

15. If there were a charge for this course or activity, how much would you be willing to pay? (CIRCLE ONLY ONE)

1. Nothing	1	
2. Less than $10	2	
3. Between $11-25	3	(41)
4. $26-50	4	
5. $51-100	5	
6. $101-200	6	
7. More than $200	7	

16. The following is a list of things that keep people from continuing their education. In your opinion, which of these apply to you? (Circle all that apply)

	Yes	No	
1. Courses are not oriented to my needs and interest	1	2	(42)
2. Not enough time	1	2	(43)
3. Too much time required to complete program	1	2	(44)
4. No way to get credit for a degree	1	2	(45)
5. Strict attendance requirements	1	2	(46)
6. Information and advice about courses are not available	1	2	(47)
7. No place to study or practice	1	2	(48)
8. No child care, or inadequate child care	1	2	(49)
9. Courses I want aren't scheduled when I can attend	1	2	(50)
10. No transportation	1	2	(51)
11. Too much red tape in getting enrolled	1	2	(52)
12. Don't want to seem to ambitious	1	2	(53)
13. Friends or family don't like the idea	1	2	(54)
14. Home responsibilities	1	2	(55)
15. Job responsibilities	1	2	(56)
16. Not enough energy and stamina	1	2	(57)
17. Afraid that I'm too old to begin	1	2	(58)
18. Low grades in the past, probably wouldn't do well	1	2	(59)
19. Don't meet requirements to begin program	1	2	(60)
20. Courses I want don't seem to be available	1	2	(61)
21. Tired of going to school, tired of classrooms	1	2	(62)
22. Don't enjoy studying	1	2	(63)
23. Cost (including books, tuition, transportation and child care)	1	2	(64)
24. Other (Specify)_____	1	2	(65)

(80-2)

17. In your opinion, are the colleges and universities in Alabama doing a good job? (CIRCLE ONLY ONE)

1. Yes	1	(21)
2. No	2	
3. Don't Know	3	

18. What is your sex

1. Male	1	(22)
2. Female	2	

19. How old were you on your last birthday?

1. 18-20	1	
2. 21-25	2	
3. 26-30	3	
4. 31-35	4	(23-24)
5. 36-40	5	
6. 41-45	6	
7. 46-50	7	
8. 51-55	8	
9. 56-60	9	
10. 61-65	10	
11. 66-70	11	
12. 71-75	12	
13. 76 or older	13	

20. What is your marital status? Are you

1. Single (Never married)	1	
2. Married	2	(25)
3. Widowed	3	
4. Separated	4	
5. Divorced	5	

21. Approximately what was the total or combined income last year (before taxes) of yourself and all other members of your family who live with you?

1. Less than $1,500	1	
2. 1,500-4,499	2	
3. 4,500-7,499	3	
4. 7,500-10,499	4	(26)
5. 10,500-13,499	5	
6. 13,500-16,499	6	
7. 16,500-19,499	7	
8. 19,500-22,499	8	
9. More than $22,500	9	

22. Would you describe your ethnic background or race as:

1. White American, Caucasian	1	
2. Black American, Negro	2	
3. Native American, American Indian	3	(2)
4. Spanish Surnamed American, Chicano, Puerto Rican	4	
5. Oriental American	5	
6. Other, (Specify) _____	6	

_____

23. What is your highest level of education?

1. 0-8 years	1	
2. 9-12 years	2	
3. High School graduate or G.E.D.	3	
4. Vocational, technical, or certificate program (Less than 2 years beyond high school)	4	(28)
5. Some college work, but no degree	5	
6. Two year college degree (AA)	6	
7. Bachelor's degree or equivalent	7	
8. Master's degree or equivalent	8	
9. Professional or terminal degree (Ph.D., M.D.)	9	

24. Your occupation. Please give a short description of the kind of work you usually do. (For example: housewife, stock clerk, electrical engineer). If retired, please describe your work at the time of your retirement. (29-31)

_____

_____

_____

If occupation above is "housewife," go to Number 26

25. Check the item which best describes your employment

0. Not applicable	0	
1. Full-time (37.0 hours or more per week)	1	(32)
2. Part-time	2	
3. Unemployed	3	
4. Retired	4	
5. Other, (specify)	5	

26. How many dependents, 17 years or younger do you have?

1. none	1	
2. one	2	
3. two	3	
4. three	4	(33)
5. four	5	
6. five or more	6	

27. How many dependents, 18 years or older do you have

1. none	1	
2. one	2	
3. two	3	
4. three	4	
5. four	5	(34)
6. five or more	6	

THANK YOU FOR YOUR COOPERATION

(80-3)

Attachment C

ABSTRACT
A STUDY OF THE POST-SECONDARY EDUCATIONAL NEEDS OF ADULTS IN THE GREATER TUSCALOOSA (ALABAMA) AREA

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The purpose of this survey was to determine educational interests and opinions of adults (over eighteen years old) in the Greater Tuscaloosa area by use of a 27-item questionnaire. Commissioned by Dr. David Mathews, President of The University of Alabama, and implemented under the supervision of the University Committee on Adult and Part-Time Students, the survey was conducted by The Institute of Higher Education Research and Services. Begun in October, 1974 with the final results compiled in July, 1975, the random sample survey of Tuscaloosa County resulted in a total of 202 respondents completing questionnaires.

The study revealed that all respondents indicated an interest in studying or learning one or more subjects or areas of study. Business skills was the most frequently indicated area of interest, followed by crafts, gardening and flower arranging, physical fitness and self-defense, and sports and games. Most of those interviewed selected these areas because of personal interest or enjoyment and were not necessarily interested in earning credit toward a degree or certificate. Most indicated they preferred study at a four-year college or university; preferred to learn in a classroom and/or lecture setting; and would like to attend classes about once or twice a week either in the morning or evening, and would be willing to spend between three to ten hours per week in class and studying. The majority of those surveyed said they preferred an experienced individual who was knowledgeable in their area of interest regardless of degree to conduct their training. Also they would be willing to invest more than $200 in learning the area. The most common barriers to continuing their education now were: not enough time; home responsibilities; job responsibilities; cost; scheduling of classes; and enrollment red tape. Over eighty percent of those interviewed said they felt the colleges and universities in Alabama were doing a good job.

Data obtained from the study will provide valuable information concerning the needs and interests of adults and assist the educational planner in interpreting implications for academic and administrative policy.